November, 2014 MARKETING AND PUBLIC RELATIONS

[Time : 3 Hours]

[Total Marks: 100]

Answer Eight questions only. Question number 10 is compulsory which carries 16 marks.
Any 7 questions from Q. No. 1 to Q. No. 9 which carries 12 marks each.

Q. 1. Write short notes on (any three) of the following:
   a) Reference Group
   b) Barriers to entry
   c) Levels of Quality
   d) Markets are old; Marketing is new

   Marks 4 each

Q. 2. Distinguish between (any three) of the following:
   a) Selling vs. Marketing
   b) Satisfaction vs. Expectation
   c) PR vs. Advertising
   d) Marketing vs. Public Relations

   Marks 4 each

Q. 3. Describe in brief (any three):
   a) The regulatory environment in insurance
   b) Product Positioning
   c) Distribution Channel
   d) Error free services

   Marks 4 each

Q. 4. Discuss the following (any two):
   a) Indian Rural Market
   b) Explain “Marketing & Consumerism complement each other”
   c) Empowering the employees

   Marks 6 each

Q. 5. Elaborate the following (any two):
   a) How do you monitor customer needs & expectations?
   b) The Marketing Mix
   c) Business Ethics

   Marks 6 each

Q. 6. Write Short notes of the following (any two):
   a) How do you handle customer complaints?
   b) Customer Relationship Management
   c) Explain “Product Differentiation”

   Marks 6 each

Q. 7. As a HOD of your sales team, describe how you will launch a new insurance
   product & monitor and measure customers’ needs towards the new product.

   Marks 12
Q. 8. As the Marketing Manager of a business organization, how you will formulate a Marketing Strategy?


Q. 10. Product Pricing is vital to marketing. Critically examine the statement with reference to Indian Insurance Industry.

End